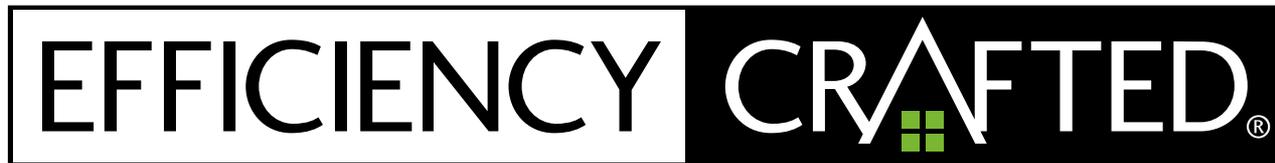


# An Efficient Collaboration



ENERGY STAR Certified

Jim Miller, AEP Ohio

Megan Melby, Columbia Gas of Ohio

# Today's Topics

- Collaboration
- Evaluation / Insights
- Program Evolution
- Looking Forward

# Program Collaboration

# Market Overview



## **AEP Ohio**

**32% market share**  
(by meter installations)

# Market Overview



## **Columbia Gas of Ohio**

**52% market share**  
(by meter installations)

# Collaborative Program

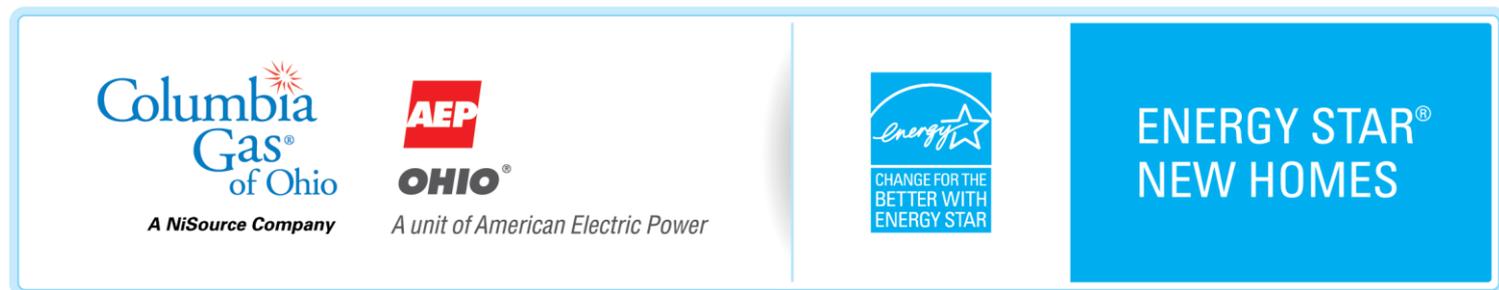
- One of the first-of-its-kind relationships, a co-branded energy efficiency program created by two utilities—launched in 2010
  - One program easier for builders
  - More cost efficiency for AEP Ohio and Columbia Gas of Ohio

# Program Concept

- Started out by building capacity on the supply side, marketing to:
  - Ohio Builders, Design Professionals and Sub Contractors
  - HERS Raters
- Started forming alliances with
  - U.S. EPA
  - Ohio Home Building (HBAs) and Building Industry (BIAs) Associations
  - Ohio Real Estate Agents

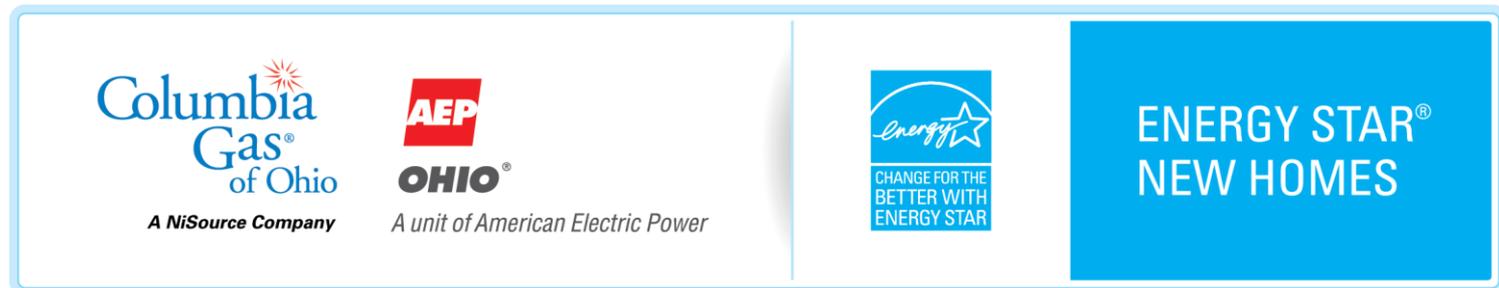
# Program Launch Name

- Initial program name and logo launched in 2010
  - “The AEP Ohio/ Columbia Gas of Ohio ENERGY STAR® New Homes Program”
  - Based on ENERGY STAR 2.0, and then 2.0 plus HERS 65



# Program Tiers Introduced

- In 2012, created two tiers:
  - ENERGY STAR®
  - Energy Path
    - This tier created to accommodate builders who were not yet ready to reach requirements of ENERGY STAR Version 3.0



# Evaluation and Insights

Has Led to Program Evolution

# Process Review

- We routinely conduct one-on-one interviews with builders and raters
- Both utilities use independent evaluators to perform annual impact evaluations, which provide recommendations for program improvements
- Program evaluations and builder/rater feedback have provided key-insights

# What builders told us in 2013 interviews...

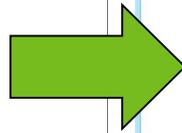
# Research

Found that they rarely mentioned the program to their buyers

One reason builders gave was the name length

Internally the builders used several nicknames:

- The Utility Program
- New Home Program
- Incentive Program



## 2013 Participation Levels & Incentives Summary

HERS Score Incentive <sup>1</sup>		70-61	60-51	50-0
Single Family				
Columbia Gas of Ohio	ENERGY STAR <sup>®</sup> Homes	\$575	\$1,225	\$1,625
	Energy Path Homes	\$450	\$1,100	\$1,500
AEP Ohio	ENERGY STAR <sup>®</sup> Homes	\$425	\$525	\$875
	Energy Path Homes	\$300	\$400	\$750
Columbia Gas/AEP	ENERGY STAR <sup>®</sup> Homes	\$1,000	\$1,750	\$2,500
	Energy Path Homes	\$750	\$1,500	\$2,250
Multi-Single Family Homes		75% per unit of Single Family Incentives (see above)		
Multifamily Homes		Custom incentive per project		

Note: All electric homes in AEP territory are eligible for the same incentive as a dual-fuel home in combined territory.

### Energy Path Homes

Homes compliant with maximum HERS scores as noted in the chart above and with requirements noted below:

- All ENERGY STAR v2.0 requirements including the Thermal Bypass Checklist
- ENERGY STAR qualified central heat with minimum 92 AFUE furnace, 85 AFUE boiler or 8.5 HSPF heat pump. Note: Furnace and heat pump efficiency thresholds are higher than minimum ENERGY STAR
- All supplies and returns tested at  $\leq 6$  CFM<sub>50</sub> to outside per 100 sq. ft. of conditioned floor area
- HVAC installation compliant with program checklist including:
  - Manual J, S & D
  - Direct or power vented space and domestic hot water heating combustion appliances if located within the pressure boundary
  - ENERGY STAR, ASHRAE 62.2 compliant mechanical ventilation<sup>2</sup>
- Maximum 5.0 ACH<sub>50</sub> building envelope air leakage
- ENERGY STAR qualified CFLs, LEDs, or pin-based lighting in 80% of fixtures
- All ENERGY STAR qualified appliances if supplied by builder

### ENERGY STAR Homes

- ENERGY STAR v3.0 compliant, including site specific HERS target and all checklists and requirements for HVAC installation<sup>3</sup>, envelope and duct tightness
- ENERGY STAR qualified central A/C or heat pump (includes ductless mini-splits and packaged units)
- ENERGY STAR qualified central heat with minimum 92 AFUE furnace, 85 AFUE boiler or 8.5 HSPF heat pump. Note: Furnace and heat pump efficiency thresholds are higher than minimum ENERGY STAR
- Maximum 5.0 ACH<sub>50</sub> building envelope air leakage
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- All ENERGY STAR qualified appliances if supplied by builder

Call 1-877-771-5506 or email [ESHomesOH@MaGrann.com](mailto:ESHomesOH@MaGrann.com)

# Research

Another reason builders gave for not mentioning the name—they were uncomfortable marketing under an ENERGY STAR banner if some or all of their homes met Tier 1 requirements, but were not ENERGY STAR Certified



**Columbia Gas<sup>®</sup> of Ohio**  
A NiSource Company



**AEP OHIO<sup>®</sup>**  
A unit of American Electric Power



ENERGY STAR  
AWARD 2013  
PARTNER OF THE YEAR

**ENERGY STAR<sup>®</sup>  
NEW HOMES**

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Call 1-877-771-5506 or email [ESHomesOH@MaGrann.com](mailto:ESHomesOH@MaGrann.com)

15

So, we planned a new name launch  
for 2014...

# Program Name Change

- With feedback from builders, the program name was shortened and became more neutral :



Sponsored by AEP Ohio and Columbia Gas of Ohio

# Program Name Evolution

- Also in 2014 the two tiers became known as:
  - EfficiencyCrafted
  - EfficiencyCrafted Plus
    - EfficiencyCrafted Plus represented ENERGY STAR Certified
      - *And, with additional requirements that heating and air conditioning systems be ENERGY STAR labeled*

What builders told us in  
our 2014 evaluations...

# Program Builders Said

- Program fundamentals are strong
  - Areas identified for improvement linked to process tweaks rather than technical standards, QA or incentives (which at that point we had not reduced)
  - Program builders are demonstrating an ability to drive for higher performance and institutionalize upgrades

# Participating Builders Also Said

- They enrolled in the program for the rebate dollars, but rate external recognition and marketing as a strong benefit of the program
- Feel AEP Ohio and Columbia Gas of Ohio brand names add credibility
- And also said that their customers had growing interest in energy efficiency

“ Well, a lot of times it is just the stereotype of the big bad builder, and verifying that it is from a third party and a third party that everyone recognizes, AEP and Columbia Gas, makes them [buyers] a little more comfortable with it. That we are being held to a standard that we are not making up on our own [can give buyers confidence]. ”

“...Ten years ago...if they liked the floor plan and the square footage price was right then they really didn't care if it was ENERGY STAR. Now with all the information that is out there, absolutely. These homeowners are definitely wanting it and if you are not doing it you are missing out on a huge chunk of opportunity, because most customers are definitely wanting that rating because they see the benefits of it.”

# Program Builders Also Said

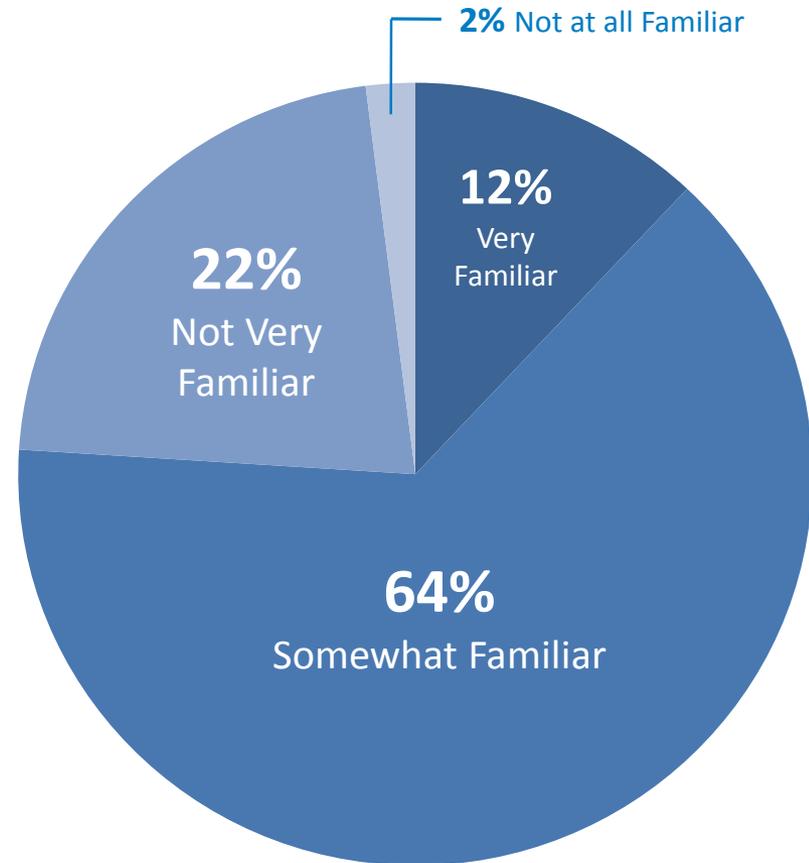
- That their own knowledge of energy efficient features, and the ability of their sales team to explain HERS scores, was low.

“It is not a priority to a number of them [our sales staff] because a lot of our homes sell because of the aesthetics of the home...Right now it mostly only comes up if the homeowner asks the question”

In 2014 We Asked for Consumer  
Feedback

# Homebuyer Awareness

High familiarity with the ENERGY STAR brand for homes



# Homebuyer Awareness

40%

60% had heard of our  
ENERGY STAR New Homes  
Program

were **not aware** that they had  
bought a program home

“ [The home being certified] wasn't really a factor in deciding to buy the house. ”

**Buyers don't seem to be correlating benefits with energy efficiency or the program...**

“ It was a part of the overall package, but it wasn't the top [priority]. ”

“ I just never thought of it before. ”

**...but when consumers  
are prompted...**

“It’s quiet, maintains the temperature well, and is well designed for everyday use.”

“The temperature and comfort have been well regulated and cozy.”

“It’s a very nice home and it’s well built.”

“Even though our house is three times as large as our last home, our bill has not gone up.”

“The bills have actually been surprisingly lower with the size of the home that I have.”

“It (energy bill) is a lot lower than it was in my old house.”

# Builders Can't Be Only Messengers

- Relying only on builders to communicate energy efficiency may have reached the limit of its potential
- We realized we needed more consumer marketing to drive demand, to take the program to the next plateau

# Repositioning of the Brand

- In addition to the new program name in 2014, we also began a new identity campaign aimed at consumers
  - A digital campaign aimed at consumers looking for a new home
- Created a consumer website:  
[EfficiencyCraftedHomes.com](http://EfficiencyCraftedHomes.com)
- And offered co-branding opportunities for builders

# Consumer Digital Campaign

The screenshot shows a web browser window with the URL <http://www.newhomesource.com/communityresults/market-222/citynamefilter-dublin>. The page displays search results for new homes in Dublin, Ohio. The main content area lists several communities:

- Greystone Mews by M/I Homes:** from \$295,900 - \$381,410, Dublin, OH 43016. 5 homes in this community match your search. Includes a "Free Brochure" button.
- The Woodlands at Ballantrae:** from \$334,600, Dublin, OH 43016. 1 home in this community match your search. Includes a "View Homes >" button.
- Ballantrae:** Dublin, OH 43016. Manor Homes. Includes a "View Homes >" button.

On the right side of the page, there is a "Resource Center" with links for "Six Steps to Your New Home >", "Home of the Week >", and "How to Finance Your New Home >". Below this is a "Sign Up" form for weekly news and deals, with a "Sign Up" button and a privacy policy link.

A large green arrow points to a banner advertisement at the bottom right of the page. The advertisement reads:

**Find an EfficiencyCrafted™ builder**

**EFFICIENCY CRAFTED™**

Sponsored by AEP Ohio and Columbia Gas of Ohio

# EfficiencyCraftedHomes.com

efficiencycraftedhomes.com

EFFICIENCY CRAFTED®

FIND A BUILDER

HOMEOWNER BUILDER RATER

## What's an EfficiencyCrafted® home?

Participating builders use advanced construction practices, design details and materials to deliver energy savings from the day you move in.

[Learn More >](#)

### Save Money. Live Comfortably.

Build energy efficiency into your next home. Contact an EfficiencyCrafted builder today. > [Click Here.](#)

1 2 3 4

Columbia Gas of Ohio  
A NiSource Company

AEP OHIO®

- RESNET HERS INDEX  
What is a HERS score?
- Built to Last
- Lower Energy Bills
- Improved Comfort
- Healthier Environment
- Peace of Mind
- Find an EfficiencyCrafted Builder
- ENERGY STAR  
What is ENERGY STAR?

# Builder Marketing Opportunities



## EfficiencyCrafted<sup>SM</sup> Marketing Materials Guidelines

### Welcome

EfficiencyCrafted<sup>SM</sup> is the new name for the new homes program sponsored by Columbia Gas of Ohio and AEP Ohio for approved Ohio builders. It provides assistance in building homes above code for energy efficiency.

The EfficiencyCrafted New Homes program name replaces the previous name for the program, which was: AEP Ohio / Columbia Gas of Ohio ENERGY STAR<sup>®</sup> New Homes Program.

The program will be referred to in consumer advertising and communications as: EfficiencyCrafted. The goal of one program name to consumers, is to reduce the overall confusion caused by a very long former name with multiple tiers.

For builders, the program's name encompasses two participation levels: "EfficiencyCrafted" (replacing "Energy Path") and "EfficiencyCrafted Plus" (replacing "ENERGY STAR"). Builders should communicate to their customer their homes' energy efficiency features and benefits.

For questions relating to the following opportunities and guidelines for EfficiencyCrafted marketing materials, please contact Vickie Easterday at 614-358-2132 or [easterday@burkholderflint.com](mailto:easterday@burkholderflint.com)



# More Review and Improvement in 2015

# Tier Simplification

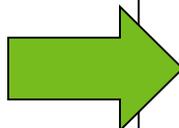
- To remove our program barrier of builders getting to ENERGY STAR Certified, we elected to remove the additional requirements we had put on that tier
- To better capitalize on the name recognition of the ENERGY STAR brand, the top tier became known as EfficiencyCrafted Plus ENERGY STAR Certified

# Both Tier Names Stay in Front of All Builders

## 2015 Participation Levels & Incentives Summary

HERS Score Incentive <sup>1</sup>		70-61	60-51	50-0
Single Family				
<b>Columbia Gas/AEP</b>	EfficiencyCrafted®	\$250	\$1,050	\$1,700
	ENERGY STAR® Certified	\$350	\$1,300	\$2,150
<b>Columbia Gas of Ohio</b>	EfficiencyCrafted®	\$150	\$700	\$1,175
	ENERGY STAR® Certified	\$200	\$800	\$1,275
<b>AEP Ohio</b> (Non-Electric Heat)	EfficiencyCrafted®	\$100	\$350	\$525
	ENERGY STAR® Certified	\$150	\$500	\$875
<b>AEP Ohio</b> (All-Electric)	EfficiencyCrafted®	\$200	\$850	\$1,175
	ENERGY STAR® Certified	\$300	\$950	\$1,275
<b>Multi-Single Family Homes</b>		75% per unit of Single Family incentives (see above)		
<b>Multifamily Homes</b>		Custom incentive per project		

# ENERGY STAR Certified Promoted to Program Builders



We provide space  
to ENERGY STAR in  
our newsletter to  
Builders and  
Raters

EfficiencyCrafted - AEP Ohio/Columbia Gas of Ohio 7/23/15, 4:38 PM

**EFFICIENCY  
CRAFTED**Volume 4 - Issue 1

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### Guest Column

## ENERGY STAR® Is Easier than Ever with Revision 08



**By Ben Bunker**  
ICF International  
in support of ENERGY STAR

EPA's ENERGY STAR Certified Homes Program is excited to announce the release of Revision 08. The goal of Revision 08 is to reduce the administrative burden on participating builders, Raters, and HVAC contractors and to streamline the workflow associated with building a certified home. Revision 08 also includes changes to the Rater's oversight responsibilities in regards to HVAC contractors. These changes are based on extensive feedback from partners like you around the country. Below are details about how these changes impact participating EfficiencyCrafted® Homes program participants.

#### Less Paperwork

It goes without saying that there are few people who enjoy completing, submitting, or collecting program documentation (although it is certainly a critical component of any third-party verified program). There comes a point at which documentation loses its value as means of verification and becomes a burden on program participants. EPA received substantial feedback from partners to this effect and decided to change the documentation collection requirements in Revision 08.

Raters will no longer collect the following documents from HVAC designers and contractors: full load calculations, AHRI certificates, test and balancing reports, and the HVAC System Commissioning Checklist. Instead, Raters only need to collect a simplified ENERGY STAR HVAC Design Report. HVAC contractors must still be able to produce documents on demand and are required to complete the Commissioning Checklist, however, they will not have to submit them to the Rater (more on this later). Raters will also still perform an onsite inspection of the HVAC equipment installed in every certified home using the Rater Field Inspection Checklist.

Builders will no longer be required to complete a Water Management System Builder Checklist and this checklist will no longer be collected by Raters. EPA felt that most, if not all, of these items were required by code in most jurisdictions around the country and that it could provide more value than enforcing code (especially items not directly related to energy use). Instead of completing a checklist, builders will be responsible for adhering to the Water Management System Builder Requirements that include all of the same critical details. While this may seem like semantics to some, it further lowers the burden on program participants saving both time and money.

### Events Calendar

**Jul 14** ENERGY STAR  
**ENERGY STAR Certified Homes Revision 08 for Builders**  
Attend this webinar to learn more about the latest improvements to the program, called Revision 08. Revision 08 significantly reduces the paperwork and streamlines the certification process, making it easier than ever to certify a home under v3 or v3.1 of the program. 2:00pm-3:00pm  
[Click here to register](#)

**Jul 16** BIA of Central Ohio  
**Parkside Muddy Boots Seminar Series—Understanding Poly-Ash Trim and Other Exterior Trim Categories**  
BIA Office  
Suburban Steel Supply Training Room  
11:30am-1:00pm

**Conservation Conversation**

### Damper Check

One of the less obvious sources for air leaks in a home is an open fireplace damper—particularly in the summer time. Make sure they're closed when not in use.

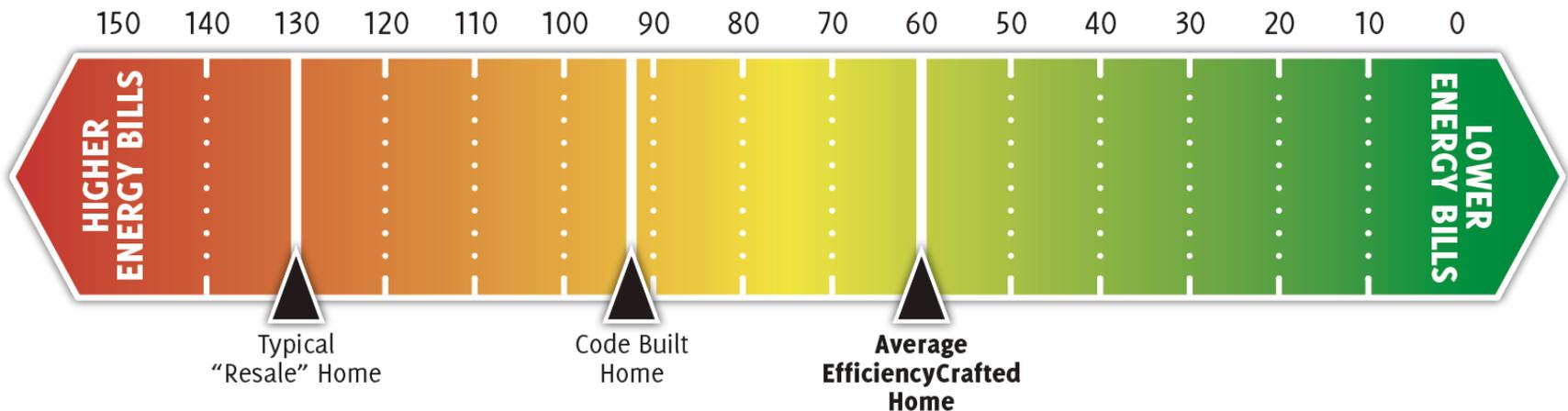
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http://www.efficiencycraftedhomes.com/html/email/craft\_vol4\_iss1/index\_dv.html Page 1 of 8

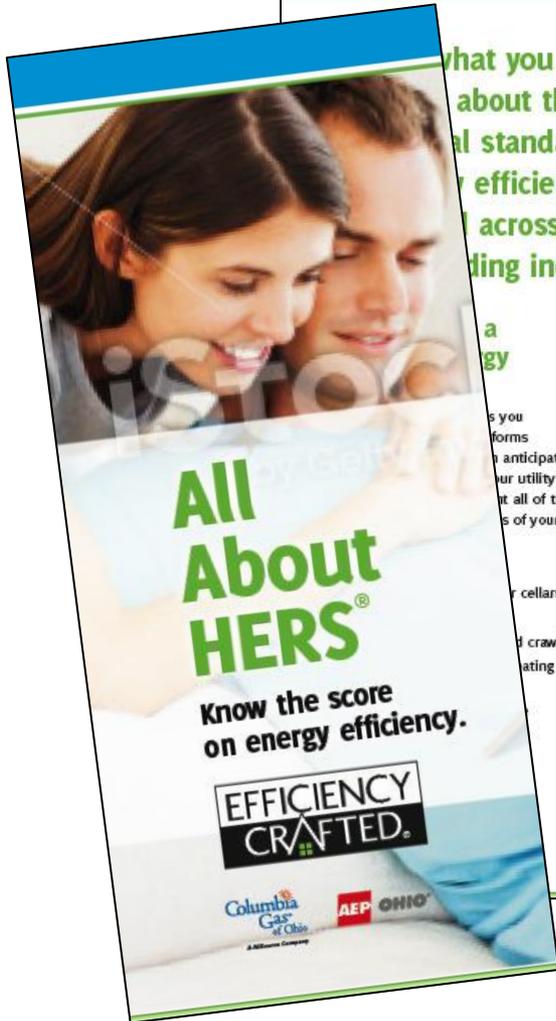
# Consumers

- When we reach out to consumers we talk about the meaning of HERS score

## Home Energy Rating System



# EfficiencyCrafted HERS® Brochure



What you need  
about this  
standard  
efficiency  
across the  
building industry.

## A lower score is better.

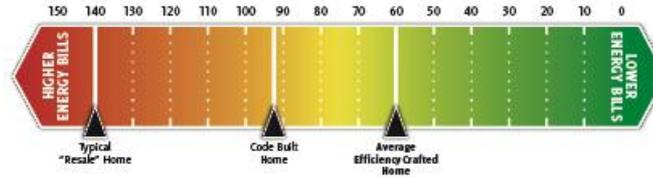
The lower the score, the more energy efficient the home. Typical existing homes have a score over 100, while standard code built new homes have scores in the range of 85-100.

EfficiencyCrafted® homes score below 70 and often as low as 55—signifying the home is 45% more efficient than a 100-point reference home.

And, your HERS rated home can improve your resale value should you decide to sell.

## The best way to build a home with a low HERS score.

Build with an EfficiencyCrafted builder. Participating builders are required to use a combination of proven technologies, advanced building practices and performance testing to drive down the HERS scores of their finished homes.



## It's a national standard that you can rely on.

A non-profit group called the Residential Energy Services Network (RESNET) developed the HERS index as a standard for energy efficiency. RESNET gives rigorous training to energy raters, who do the inspection and verification.

The energy rater inspects the entire house—from the basement to the roof. He or she then gives the house a rating based mostly on how well the air conditioning, heating, ventilation and insulation work together.

RESNET Certified HERS raters have rated over one million homes since 1995.

To find a participating builder visit  
[EfficiencyCraftedHomes.com](http://EfficiencyCraftedHomes.com)



# Consumers

- We also include the “ASK About ENERGY STAR Certified Homes” logo
  - It works for all builders and promotes more participation at the ENERGY STAR level

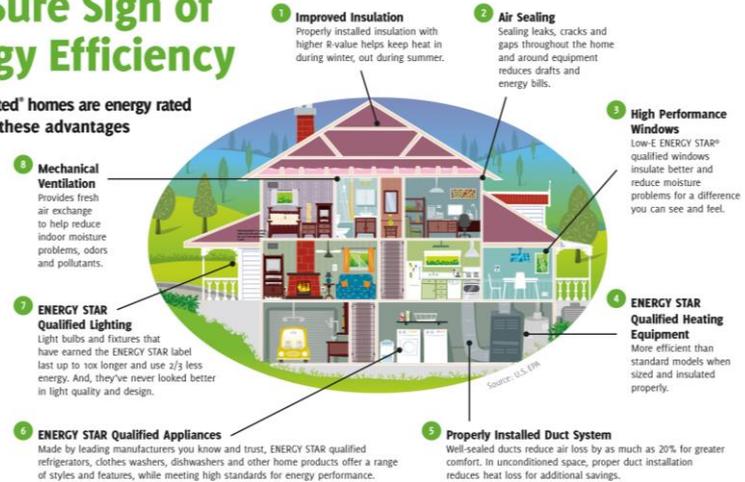


# Collateral Example

We now tell the EfficiencyCrafted story in a way that supports all builders in the program

## The Sure Sign of Energy Efficiency

EfficiencyCrafted® homes are energy rated and feature these advantages



### Superior savings

Building an EfficiencyCrafted® home means you will see significant savings on your utility bills—as much as 15% to 30% or more compared with a code built home. How do you know? Look for the HERS® (Home Energy Rating System™) Index on each EfficiencyCrafted new home—the lower the score the greater the savings.

### Added comfort and value

We build our homes to significantly exceed code



built standards—and the same superior systems and techniques that lower your energy bills also improve the comfort and value of your new home.

### How the program works

Each home is certified by an independent Home Energy Rater. On-site inspections during construction and final testing at completion are used to determine your home's HERS score as a measure of its energy efficiency that can be compared from one home to the next. Remember, the lower the score, the more money you save.



### A growing number of EfficiencyCrafted builders include the added benefits of ENERGY STAR Certification

An ENERGY STAR home is specifically designed and built to deliver even more energy savings, improved comfort levels and reduced environmental impact of greenhouse gas emissions.

EfficiencyCrafted® is a registered trademark of AEP Ohio and Columbia Gas of Ohio. Used under license.



To find a builder visit [EfficiencyCraftedHomes.com](http://EfficiencyCraftedHomes.com)

# EfficiencyCrafted Website

The screenshot shows the EfficiencyCrafted website interface. At the top, there is a navigation bar with the logo and links for 'FIND A BUILDER', 'HOMEOWNER', 'BUILDER', and 'RATER'. The main content area features a circular cutaway diagram of a house with eight numbered callouts (1-8) pointing to various energy efficiency features. To the right of the diagram is a list of eight advantages, each with a corresponding number and a plus-minus icon. Below the diagram is a video player for 'ENERGY STAR Certified Homes: Better is Bette...'. At the bottom, there are logos for Columbia Gas of Ohio, AEP OHIO, and a 'Back To Top' link.

**EFFICIENCY CRAFTED** FIND A BUILDER HOMEOWNER BUILDER RATER

1 2 3 4 5 6 7 8

Source: U.S. EPA

All EfficiencyCrafted homes are energy rated and feature these eight advantages:

- 1 Improved Insulation
- 2 Air Sealing
- 3 High Performance Windows
- 4 ENERGY STAR Qualified Heating Equipment  
More efficient than standard models when sized and insulated properly.
- 5 Properly Installed Duct System
- 6 ENERGY STAR Qualified Appliances  
Made by leading manufacturers you know and trust, ENERGY STAR qualified refrigerators, clothes washers, dishwashers and other home products offer a range of styles and features, while meeting high standards for energy performance.
- 7 ENERGY STAR Qualified Lighting  
Light bulbs and fixtures that have earned the ENERGY STAR label last up to 10x longer and use 2/3 less energy. And, they've never looked better in light quality and design.
- 8 Mechanical Ventilation

A growing number of EfficiencyCrafted builders include these additional features and benefits:

- ENERGY STAR Qualified Cooling Equipment
- High Performance Windows
- ENERGY STAR Certification

ENERGY STAR Certified Homes: Better is Bette...  
ASK YOUR BUILDER ABOUT ENERGY STAR  
BETTER IS BETTER  
www.energystar.gov/newhomes

Columbia Gas of Ohio AEP OHIO  
A NiSource Company

Back To Top ↑

# Tradeshow Booth



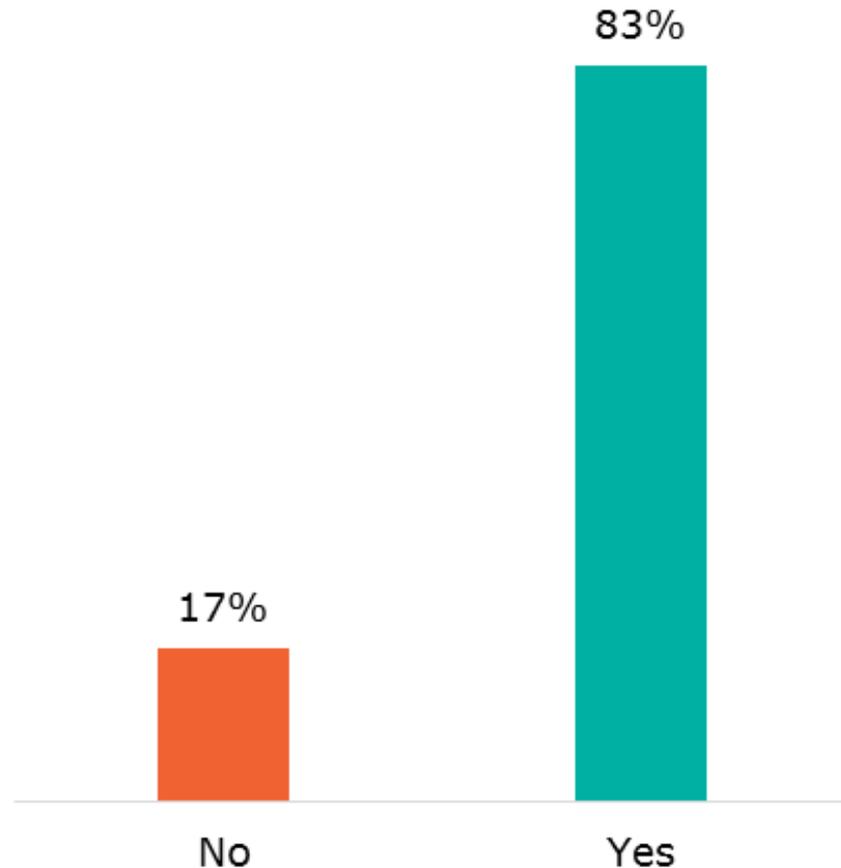
# What Recent 2015 Research Tells Us...

# Making Progress in 2015

More customers  
know they are  
living in an  
EfficiencyCrafted  
home:

40% in 2014 83%  
in 2015

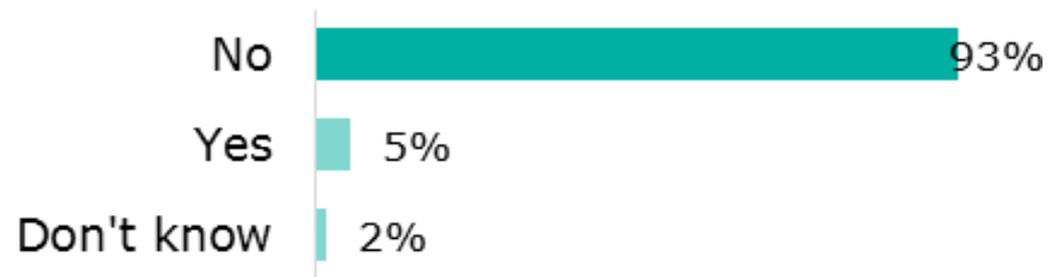
Before this call, were you  
aware that your home is  
an EfficiencyCrafted  
Home? (n=70)



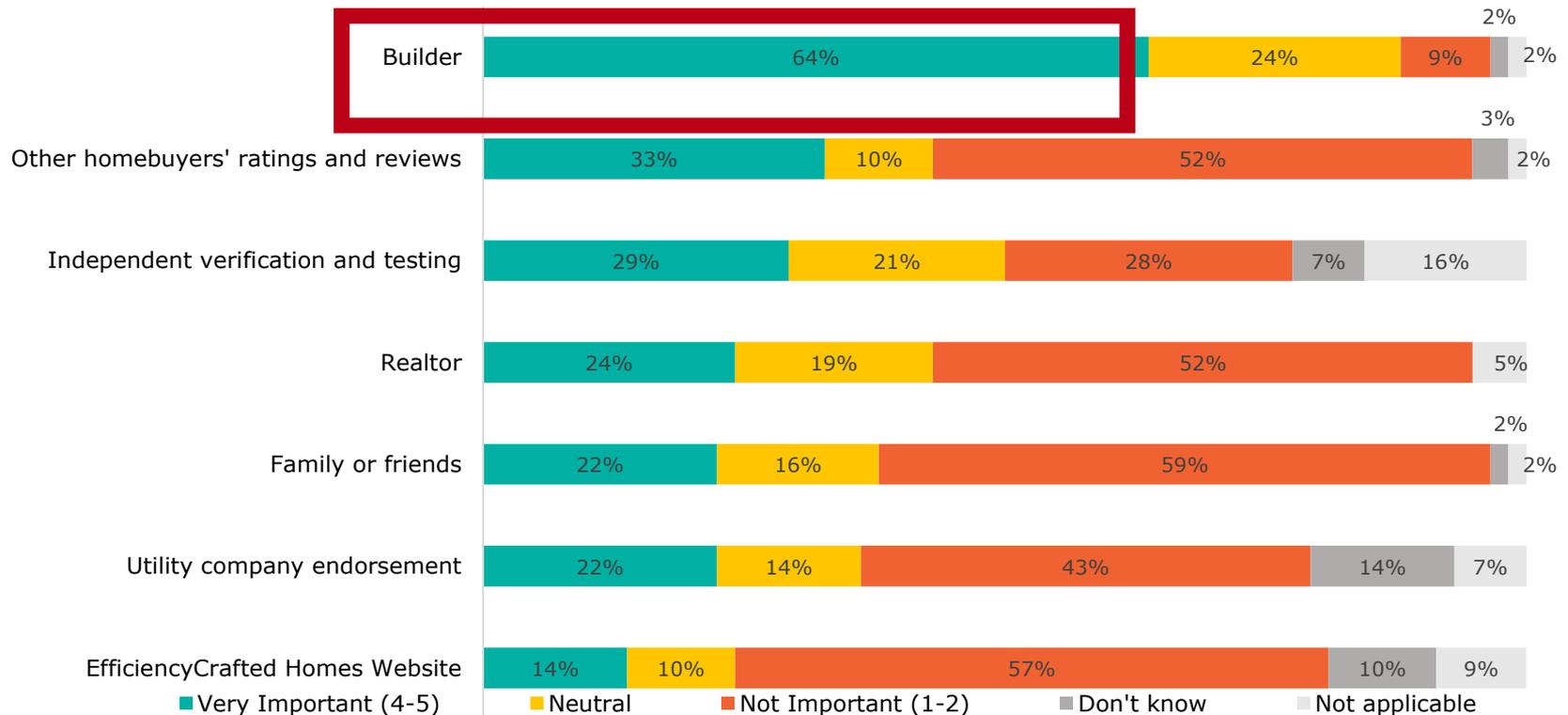
# More Work Needed for Who Sponsors

Consumers do not recognize AEP Ohio and Columbia Gas of Ohio involvement

Are you aware of who sponsors the EfficiencyCrafted Homes program? (n=57)

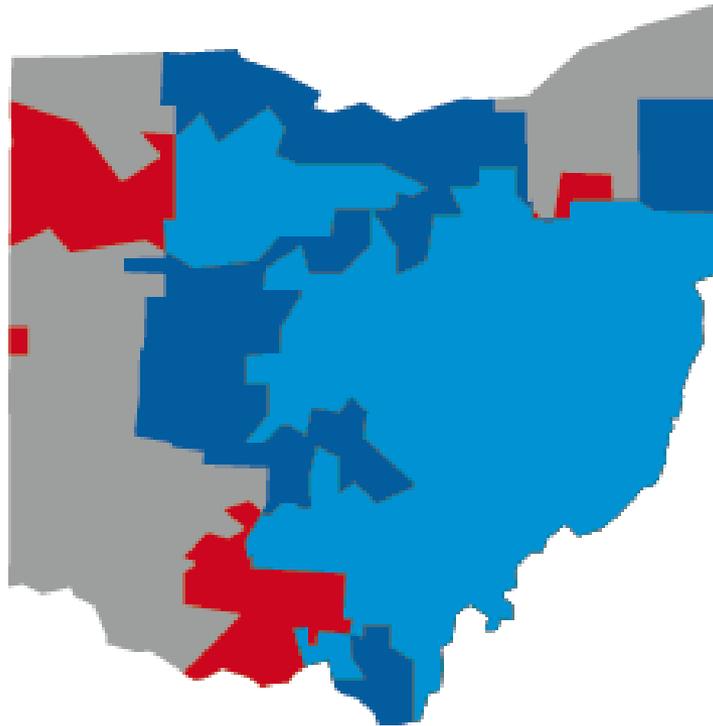


# Builder Is Still Key to Learning about Energy Efficient Homes

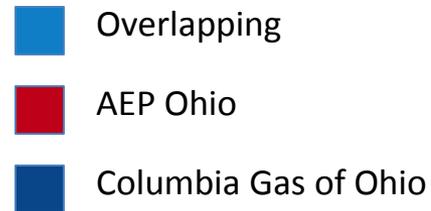


**Moving Forward...**

# Now 9,258 Program Homes in Our Combined Territory



- ENERGY STAR Certified: 51%
- Average HERS score 60



# Currently Planning our 4<sup>th</sup> Annual Recognition Lunch



# Communication with Builders Continues to be Important

- Their input has strengthened the program
- Although the program name and the two tier names have gone through more than one metamorphosis, the builders and raters are pleased with the program and its evolution
  - One area of change they don't want is to have incentives decreased more

# We Know More Work Needed for Co-branding

- Builders like the name and logo
- They like the fit with ENERGY STAR Certified
- But, while builders say they want to co-brand, most haven't if there is a cost involved
- A re-launch and updated Marketing Guide and Toolkit planned for 2016

# Other Challenges Getting Builders to Co-brand

Some program builders have branded their own program name...



# Program Objectives for 2016

- Continue to leverage HERS scores to drive performance improvement
- Have more new homes adopt ENERGY STAR® Certified—the nationally recognized label for efficiency
- Use marketing to grow program participation by driving demand

# Continue Consumer Advertising

- Digital, print, radio
- Parade of Homes promotion



**Thank You**  
**Questions / Discussion**